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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	10/783,580
Filing Date	02/20/2004
First Named Inventor	Michael Joseph Johnson
Art Unit	3688
Examiner Name	Daniel Lastra
Attorney Docket Number	RPS920030057US1
Total Number of Pages in This Submission	34

## ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Ronald V. Davidge, Inc.		
Signature			
Printed name	Ronald V. Davidge		
Date	12/23/2008	Reg. No.	33,863

## CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name	Ronald V. Davidge	Date	12/23/2008

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Michael Joseph Johnson Group Art Unit: 3688

Serial No: 10/783,580

Examiner: Daniel Lastra

Docket No: RPS920030057US1

Filed: 02/20/2004

Title: METHOD AND SYSTEM FOR MEASURING EFFECTIVENESS OF SHOPPING  
CART ADVERTISEMENTS BASED ON PURCHASES OF ADVERTISED ITEMS

**AMENDMENT**

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Honorable Sir:

In response to an Office Action mailed 09/23/2008, please amend the application as follows: